

Digital Marketing Report

Impressions

How many ads were served:

74,732

Clicks

Times a user clicked on an ad

31

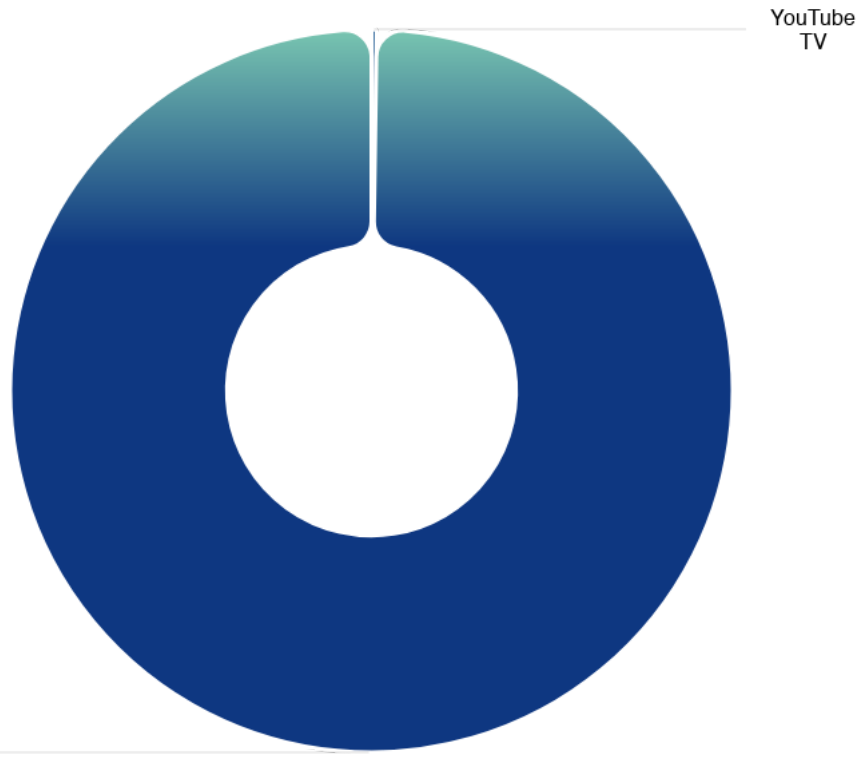
CTV Cost Per Completed View

16.01

The cost of each completed video view across full-screen CTVs

Your Product Breakout by Impressions

X the National Average



X the National Avg (.07%)



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Fiesta Kia - In-Market Kia YouTube Channels	74,558	31	0.04%	0.59
Fiesta Kia - In-Market Kia YouTube TV	174	0	0.00%	0.00

YouTube+ Creative Performance

Ad (Headline)	Impressions ↓	Clicks	Completion Rate	Cost Per Completed View
Fiesta Kia July 2026 Spanish - Channels	34,886	17	75.60%	0.05
Fiesta Kia July 2026 English SS Commercial - Channels	23,876	13	31.76%	0.13
Fiesta Kia July 2026 Eng. Commercial - Channels	15,796	1	30.92%	0.13

YouTube+ Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Fiesta Kia July 2026 Spanish - Channels	85.53%	79.01%	76.97%	75.60%
Fiesta Kia July 2026 Eng. Commercial - Channels	56.56%	38.47%	33.60%	30.92%
Fiesta Kia July 2026 English SS Commercial - Channels	53.91%	38.40%	34.29%	31.76%

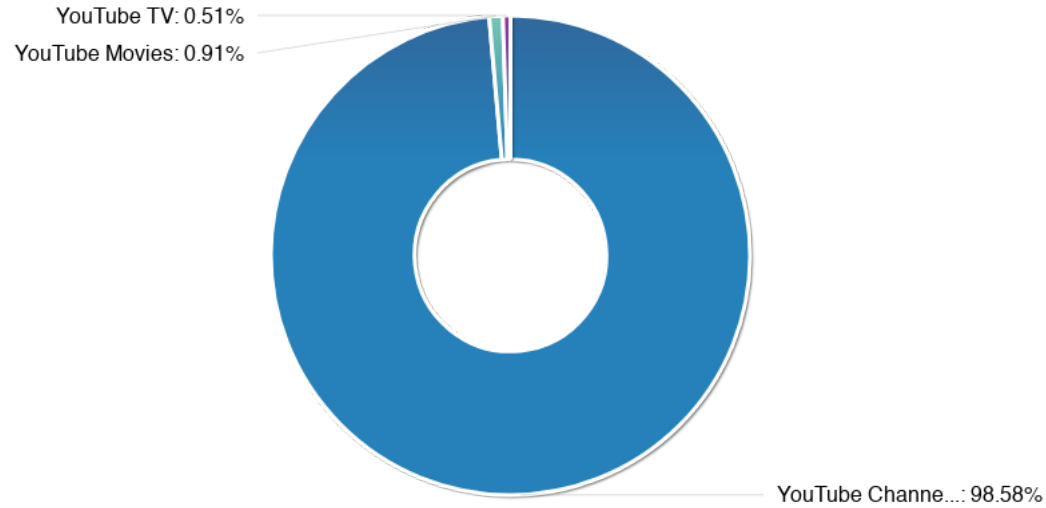
YouTube TV Video Completion Performance by Creative

Ad (Headline)	25% Completed ↓	50% Completed	75% Completed	100% Completed
Fiesta Kia July 2026 English SS Commercial - YT TV	95.18%	94.12%	93.60%	93.24%
Fiesta Kia July 2026 Spanish - YT TV	94.17%	93.06%	92.47%	92.08%
Fiesta Kia July 2026 Eng. Commercial - YT TV	93.67%	92.51%	91.85%	91.47%

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Connected TV	An internet enabled device that provides streaming content directly on the TV, without the use of an external streaming device.	36,745	12	0.03%
Mobile	A portable electronic device that can connect to the internet.	28,980	14	0.05%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,029	5	0.08%
Desktop	A personal computing device that remains stationary at one location.	2,804	0	0.00%

YouTube+ Placement Performance



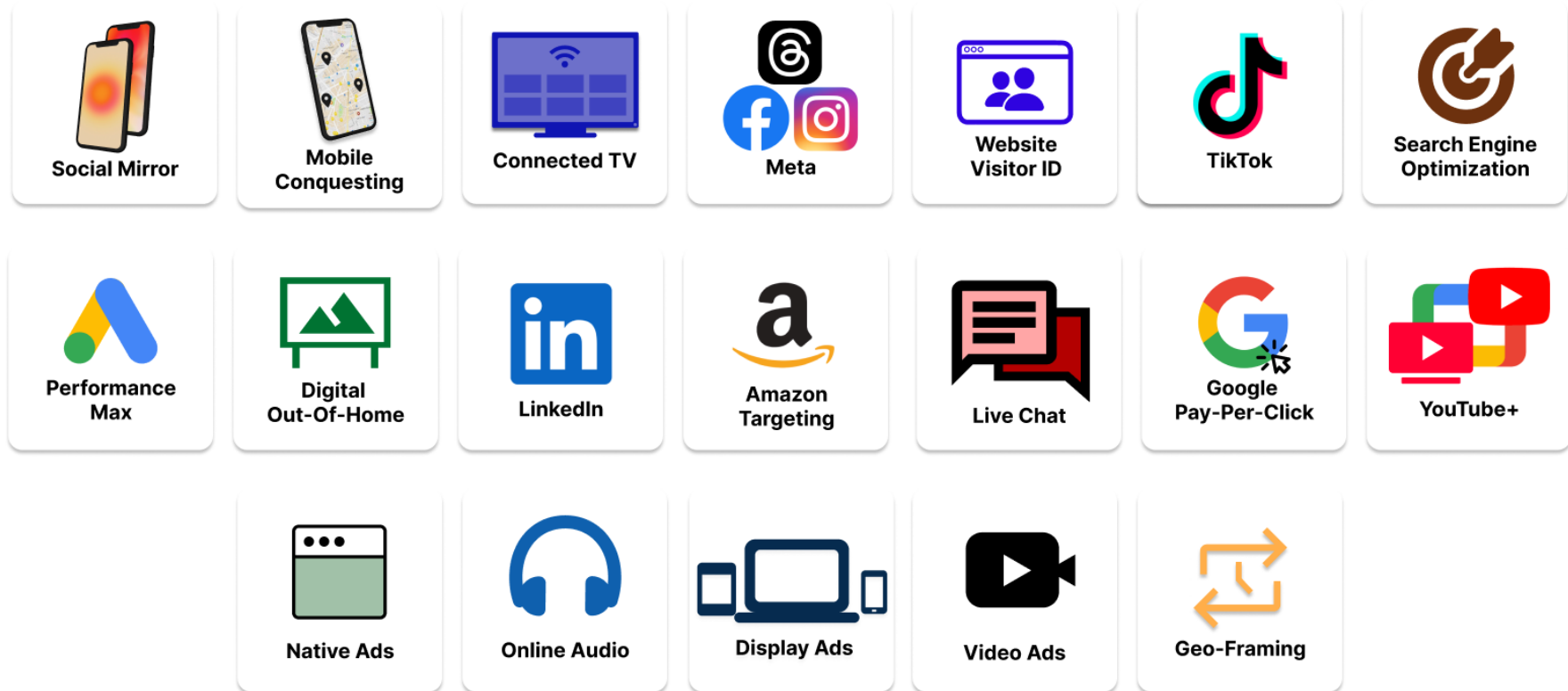
Top 10 YouTube Channel Performance

Placement Display Name	Impressions ↓	Clicks	CTR
Midwest Safety	143	0	0.00%
ABC News	120	0	0.00%
Fox News	84	0	0.00%
Noticias Telemundo	71	0	0.00%
Kai Cenat Live	55	0	0.00%
Destino Talk	54	0	0.00%
KRQE	41	0	0.00%
Rancho Humilde	38	0	0.00%
48 Hours	31	0	0.00%
HISTORY	30	0	0.00%

Top 10 YouTube TV Channel Performance

Placement Display Name	Impressions ↓
(YouTube TV) Investigation Discovery	142
(YouTube TV) CNBC	53
(YouTube TV) IFC	46
(YouTube TV) FOX News	36
(YouTube TV) HGTV	35
(YouTube TV) GREAT	17
(YouTube TV) Magnolia Network	17
(YouTube TV) HLN	15
(YouTube TV) ESPN	8
(YouTube TV) CNN	6

All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.